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iBOOKS

- TAKE YOUR MEDIA MESSAGE EXPERIENCE TO THE NEXT LEVEL WITH THE NEXT GENERATION OF DIGITAL, TACTILELY INTERACTIVE MEDIA
- iBOOKS ARE COMPLETELY UNIQUE ELECTRONIC MARKETING DEVICES.
- SHOWCASE YOUR AUDIO PHOTOS, VIDEO, AND TEXT IN ONE CONVENIENT MEDIA PUBLICATION

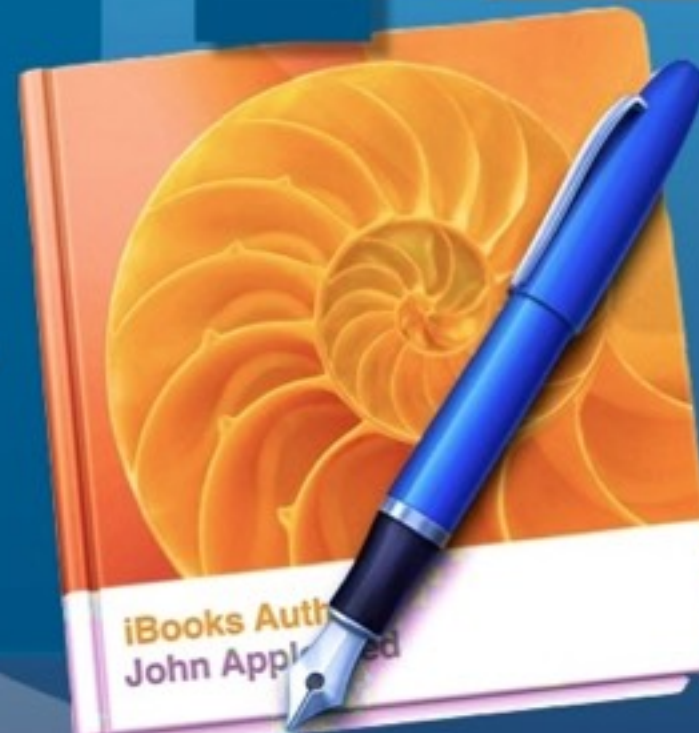
iBooks

Text

Photos

Video

Audio



Your Wine & Vineyard Digital publication will open to a Media Page that features a choice of embedded video, a song, photograph, Powerpoint or Prezi presentation.

Welcome to a sample **Wine & Vineyard publication** produced by the digital storytelling team at **Pioneer**

Publishers We specialize in publishing media rich digital publications as informative, interactive marketing and educational devices. Not exactly a book, not precisely a web page, a newsletter or a magazine as our works create uniquely engaging story telling mechanism. The hand-held, touch-screen interface invites close proximity, attention and interaction with your winery, vineyard, & product line.

Interactive digital publications can be downloaded straight to your Smart Device and can be regularly updated to invite your patrons to upcoming events or to announce your most recent release.

The digital publication will unfold in multiple chapters of your choosing which can include these topics: History, the Winery, the Vineyard, Our Wines, What the Critics are Saying, Mini-Documentary Wine Lessons, Social Media & Links plus a section for credits. Each and every page offers a variety of informative text, photo galleries, video and audio elements, interviews & links to social media and outside resources.

Your Vineyard iBook



USE THIS FORMAT TO
PROMOTE YOUR WINE
BUSINESS

• Chapter 2 • WINERY



Winery Chapter. Wine making is a family endeavor. Families, friends and the community are drawn together in their love of pastoral vineyard settings and fine wine. This chapter will allow you to celebrate your narrative & invite others to join the camaraderie of grapes, raised glasses & good cheer.



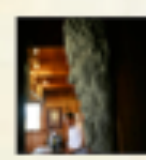
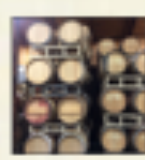
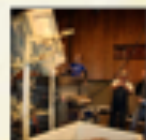
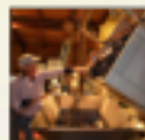
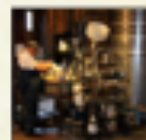
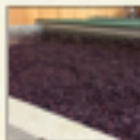
Carrying through from the vineyards, it is our belief that the best fruit demands attentiveness and selection, with minimal handling. Many techniques we use today including hand harvesting and meticulous selection, basket pressing, and patented concrete fermentors, reach back to the past to select techniques that while not as efficient in the modern world sense, allow us to show the complexity and distinctive character of our great sites. In addition, extensive aging in European cooperage, that many times is twice as long as most modern wines, allows our wines to show greater integration and complexity, the kind that is usually associated with the finest classic wines of their type in the world. These tools and traditional techniques have been manifested not only by our rich legacy and passion, but by our working and teaching wine professionally in over 17 countries in the last 25 years.

HILLCREST

BONDED WINERY #44



Photo Galleries: Our media team will come to your location and collect hundreds of photos and 'miles' of video footage to tell your story. Each photo in these galleries will expand to a full screen view with the tap of a finger.





About Us

Our Story

Bolander's Lily

Photo Gallery



Tap for
full screen
view



• Chapter 3 •

Vineyard



"It is our belief and motto that "the trick is there are no tricks." Old vines, hillside vineyards that are farmed naturally and low yields equal fruit of uncommon intensity and personality. Our estate vineyards, planted in 1961, '64 and '68 all conform to these very basic principles. Amongst the varieties we grow are Pinot Noir, Chardonnay, and Merlot.

The Vineyard. It is easy to forget that behind the glamour and inviting environs of wineries are vineyards. These fruit farms demand particular skill, effort, passion and commitment. In this section, we cover the agricultural side of your business by showing the seasonal elements of growing grapes, making and selling wine. Your audience will gain understanding of the curious mix of (round the clock) back breaking labor and nuanced artistic creativity & good cheer that goes into your business.

Photo right: HillCrest Vineyard is nested in the lush, fertile and scenic Umpqua River Valley.



OUR WINES

"Wine is bottled poetry"

- Erin Morgenstern

from the Night Circus



Our Wines. In this chapter you can showcase (and brag about) your latest, vintage, most popular and recent (or soon to be released) wine selection. Each item will feature a photo (that enlarges to full screen on a tap) and a short product description. Links to your web page and Company Store will direct patrons and shoppers to your wines, & collectables plus information on rentals, and event bookings.



casual in the wine business, we only bottle about 1/3 of what we ferment each harvest. This is part of the rigorous human selection that is used in the great wineries of the old world. Because of this, we don't make every wine every year, but only in the vintages we think represent great quality and distinctiveness. In addition, many of our varieties are crafted into several styles of wines from Northern Rhone and New World styled Syrahs to French and German styles of Riesling. Without a doubt we have Oregon's most diverse range of flavors.

HILLCREST

BONDED WINERY #44



Fuder Reserve - Mosel Riesling-Classic Riesling from the epicenter of this classic. Strong green apple with tight focused acid a stony minerality.



Late Harvest Riesling - A 1964 planting that yields dense vibrant whites with apricot, peach and honeyed tones. Our last from this famous vintage.



Le Doux - A wine for Foie! Gewurtztraminer dried then fermented to pay homage to the great French Vendange Tardive.

HILLCREST

BONDED WINERY #44



Le Pig - This noble red is dark, spicy and rich in fruit... a wine meant to honor this noble animal!



PHENOM - Cabernet Sauvignon- Ancient 1964 planting of this classic, long finishing red. Fermented in patented concrete and aged 4 years. A classic!



Chapter Two

Our Wine

[Our Wine](#)[Current releases](#)[Philosophy](#)[Terrior](#)[Vinifera](#)

2010 Red Lily Tempranillo 750 ml \$35

Glass-staining ruby color with striking aromas of berry preserves, smoky minerals and black pepper. Dark berry flavors and spice are firm by fine-grained tannins and gain a richer mocha quality with aeration. The impressively long and assertive finish echoes the dark berry note and leaves a zesty mineral quality behind. **395 cases produced.**

[Download PDF of Tasting Notes](#)



2009 Red Lily Tempranillo 750 ml \$38

The 2009 Red Lily Tempranillo displays a deep garnet hue, offering intense and complex aromas of ripe black fruit layered with smoky oak and spices. Rich plum jam, earth, and minerality coat the palate. Highly structured tannins make this a wine to age. Drink now through 2019. **300 cases produced.** [Download PDF of Tasting Notes](#)

SOLD OUT



2007 Red Lily RESERVE Tempranillo 750 ml \$65

Both powerful and vibrant, this expressive red delivers a rich core of cassis and pomegranate, framed by toast, smoke, mineral and loam notes. Smooth notes of caramel are spiced with hints of cinnamon and clove. Finishes with mocha, chocolate cherry and dark earth tones rounding out this decadent wine. **125 cases produced.**

(Wine Club Members Only) [Download PDF of Tasting Notes](#)



[Our Wine](#)[Current releases](#)[Philosophy](#)[Terrior](#)[Vinifera](#)

2010 Red Blanket Tempranillo 750 ml \$22

The 2012 Red Blanket is once again made with 100% tempranillo. Crushed black fruits and cherry aromas carry over to the palate; accented by fig, black pepper, currants, and a cola finish. Full bodied yet approachable. An undercurrent of sweet smokey oak guides the wine to its finish. **500 cases produced.**



2008 Red Blanket Tempranillo 750 ml \$22

With 80% tempranillo and 20% cabernet sauvignon, the 2008 Red Blanket is our first red blend. It possesses a dense, deep inky red color, with aromas that suggest black fruits and tobacco, with touches of dark chocolate. It has a full, broad and pleasing palate of ripe fruit with undertones of spice and cedar, as well as a long and persistent finish with polished structure. **200 cases produced. SOLD OUT**

Our wines are available primarily through our tasting room and in select wine shops and restaurants in Oregon. We do not currently offer our wines through our website. However, if you wish to purchase our wine for direct shipment, please contact Les Martin via email at les@redlilyvineyards.com. Thank you.



Dyson - We just wanted to express our thanks for the wonderful tour you provided during our visit with the Wine Tour in early October. We were particularly touched by your kind gesture of giving Gail and I a gift bottle of wine to share at dinner, as we were 60+ newly weds. The wine we brought home was met with rave reviews by our wine loving friends. We were impressed and taken with your obvious passion for the wines you make... So, as of today, you have a new wine club member and you will see us again. - Duane & Gail

My husband and I visited
and the

Review Chapter. This chapter allows you to showcase special recognition, awards, ribbons, notoriety and media coverage earned by your winery or wine selection. Patrons, fans and media reviews can be posted. Links to on-line wine reviews and publications are included.

... look forward
to visit this family run
A Yahoo! Contributor

My son and I were tasting wine most of the afternoon but decided to stop at HillCrest based on a recommendation from another winemaker. We had a wonderful time meeting the DeMara family... and tasted wonderful wine and got to hear how they are made. We purchased a case and joined the wine club! We live in the Midwest but can't wait for a return trip. I would highly recommend HillCrest. - Tori M.

"Oregon's oldest vineyard and winery, HillCrest Vineyard was established in 1961. Family owned and operated, we specialize in small lot wines handcrafted from the state's oldest vineyards. These hillside vineyard sites, with their low yielding dry farmed vines, are naturally grown allowing wines to develop their own unique character. In the cellar we

And you can't get these wines anywhere except the tasting room. It's a little ways off the main road but well worth the diversion.

Visiting HillCrest Vineyards was the highlight of my road trip through Oregon! The wines were incredible! Red or White, The DeMara Family exceeded my expectations for the region. Can't wait to come back! -Lisa B.

Family run vineyard as it was meant to be. From the children helping the parents with the vines to the dog running along the side of the tractor the extra few miles out of the wine loop is well worth the trip for their explosive 2003 Pinot Noir.

- Jeremy J.

HILLCREST

BONDED WINERY #44



NEWS

HillCrest News

Girl on Grapes Wins HillCrest

I was always looking for the next exciting challenge for my young girls and here they came! Our girls had just won a contest to win a trip to the vineyard. The trip was to be a special one, as they would be able to see the vines and the grapes that they had grown. This was a great opportunity for them to see the vines and the grapes that they had grown. They were very excited and they were very proud of their accomplishment. They were very happy and they were very proud of their accomplishment. They were very happy and they were very proud of their accomplishment.

During HillCrest's 10th anniversary celebration, we had a special contest for our young girls. The contest was to win a trip to the vineyard. The trip was to be a special one, as they would be able to see the vines and the grapes that they had grown. This was a great opportunity for them to see the vines and the grapes that they had grown. They were very excited and they were very proud of their accomplishment. They were very happy and they were very proud of their accomplishment.

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- Bob Blumer



Your Events Calendar. Here we will post regularly scheduled events, gatherings and announce your latest wine business information. Your digital publication can be act like a quarterly newsletter, updated and published regularly to reach wine club members and digital

• CHAPTER 6 • WINE TOPICS WITH DYSON

Movie 6.1 The Legacy of Richard Sommers



Digital storytelling projects & publications move beyond the static print magazine, newsletter or web page to personalize your narrative in an engaging fashion.

Short, scripted on-camera (face-to-face) interviews serve to inform and educate your audience and marketplace. NMC will manage all phases of planning, design, pre and post-production for your Digital Storytelling endeavor.

Wine Lessons Chapter.

During our visit to the HillCrest Winery we sat with Dyson DeMara for a series of on-camera interviews. Dyson spoke on the history of HillCrest, plus five other topics. Video files expand to full screen viewing on the tap of a finger.

Movie 6.3 How does the choice of glass affect the taste of wine?



The Twitter logo, featuring the word "twitter" in a white, lowercase, sans-serif font, followed by a white bird icon (the Twitter bird) on a light blue background.

Social Media Chapter.

NMC'S media team can manage all your social media elements. Patrons can tap onto Icons on this page to access Yelp, Facebook, YouTube, Trip Advisor and your web page.



Your Digital Publication will contain a Google Map to bring patrons to your Winery or Vineyard



Glossary

Each Wine and Vineyard Digital Publication comes with a glossary of terms and language related to your wine business. This searchable reference guide will inform and educate your audience about the often complex and nuanced vocabulary of grapes, wine and the wine industry.

Tempranillo

Tempranillo (also known as Ull de Llebre, Cencibel, Tinto del Pais and several other synonyms) is a black grape variety widely grown to make full-bodied red wines in its native Spain. Its name is the diminutive of the Spanish temprano ("early"), a reference to the fact that it ripens several weeks earlier than most Spanish red grapes. Tempranillo has been grown on the Iberian Peninsula since the time of Phoenician settlements. It is the main grape used in Rioja, and is often referred to as Spain's noble grape. (from Wikipedia)



The New Media Concepts digital library contains over two dozen Digital Textbooks written by our team. These include editions for the Pfeiffer Vineyard, Red Lily Winery and a recently published edition for HillCrest Vineyard which is Oregon's oldest Estate winery. Please contact the NMC team at 541-621-9059 or at the email address below to invite us to your winery, vineyard or tasting room. Together we can discuss [prospects for sharing your unique narrative in an engaging and interactive publication.



newmediaconcepts1@gmail.co

Gallery 6.1 NMC History Ninjas at work

